

ABSTRACT OF THE DISCLOSURE

An interactive system and method for shopping is disclosed that separates the shopping process from the buying process. In one embodiment, the system includes an in-store/in-mall computer system and a plurality of handheld scanners configured to scan product information and upload that information to a central database. The system further includes an interactive Web site that is in communication with the database. The system allows a user to scan items for a wish list at participating stores before or after creating an account with the system. The system also allows buyers to easily shop for others by searching for a user's wish list and personal preferences at the system Web site. Furthermore, the system allows the user to select one or more buyers from an address book and notify the selected buyers of a specific wish list via e-mail.

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